

2 (Amended). The automated typesetting system of claim 1 further comprising a means for automatically producing production-ready output using said populated and formatted template to produce said commercially-printed product.

3 (Amended). The automated typesetting system of claims 1 or 2, in which said electronic graphic template is comprised of at least one block designed to contain populating data in the form of text or graphics.

4 (Amended). The automated typesetting system of claims 1 or 2, in which said database file is comprised of at least one field designed to contain populating data and at least one field designed to contain instructions and parameters used to format said populating data on said electronic graphic template according to said customer's corporate identity specifications.

5 (Amended). The automated typesetting system of claims 1 or 2, in which said means for creating, designing, storing, accessing, and updating said electronic graphic template comprises a computer software program and said means for creating, designing, programming, storing, accessing, and updating said electronic database file comprises a computer software program.

6. The automated typesetting system of claims 1 or 2, in which said means for inputting said populating data into said database file as database records comprises:

- a Web site programmed to receive said populating data; and
- a populating data import means for automatically importing said populating data into said database file as database records.

7 (Amended). The automated typesetting system of claims 1 or 2 further comprising a means for electronically proofchecking and correcting said populating data prior to automatically populating said populating data into said electronic graphic template.

8 (Amended). The automated typesetting system of claims 1 or 2, in which said means for automatically populating said populating data into said electronic graphic template further comprises a means for fully populating said electronic graphic template should said populating data not fully populate said electronic graphic template.

*Re:*

9. The automated typesetting system of claims 1 or 2 interactively coupled with an automated order tracking, billing, shipping, and inventory control system.